

EXHIBIT A

GOOD HOUSEKEEPING Mailing List

Good Housekeeping, published by Hearst Magazines, is a leading lifestyle magazine providing readers genius innovations, delicious ideas, style-savvy trends, compelling news and best-in-class products for their homes, families and themselves. The Good Housekeeping Seal and the Green Good Housekeeping Seal are among the most recognized and trusted consumer icons in the world today.

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SEGMENTS

		COUNTS THROUGH 04/06/2021
1,715,229	TOTAL UNIVERSE / BASE RATE	\$115.00/M
1,715,229	ACTIVE U.S. SUBSCRIBERS	\$115.00/M
50,327	MAR'21 SUBSCRIBERS	+ \$17.00/M
663,216	3 MONTH SUBSCRIBERS	+ \$14.00/M
828,701	6 MONTH SUBSCRIBERS	+ \$12.00/M
697,231	12 MONTH EXPIRES	\$60.00/M
95,311	CHANGE OF ADDRESS	+ \$13.00/M
34,912	CANADIAN SUBSCRIBERS	\$130.00/M
1,364,102	E-MAIL ADDRESSES	
	FACEBOOK AUDIENCES	\$25.00/M
	CATALOG/MERCHANDISE RATE	\$80.00/M
	CHARITABLE FUNDRAISING	\$80.00/M

DESCRIPTION

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Subscribers are on-the-go, family-oriented women whose homes are the launchpad of their lives. It is the place where they get ready to face the world, entertain their friends, take care of their families, relax and pamper themselves, and express their creativity and personalities.

They are looking for the best in food, home, beauty, fitness, and health to enhance their lives.

***** Fast Facts *****

Median Age.....	58.5
Age 18-34.....	11.4%
Age 25-49.....	28.9%
Age 25-54.....	38.4%
Age 35-54.....	30.2%
Age 55+.....	58.4%
Median HHI.....	\$65,572
HHI \$75,000+.....	44.1%
HHI \$100,000+.....	30.7%
Married.....	57.4%
Children in Household.....	30.9%
Attended/Graduated College+.....	59.3%
Employed.....	48.2%

ORDERING INSTRUCTIONS

- To order this list, contact your List Broker and ask for NextMark List ID #536328 or [click here to place your request](#).
- Use NextMark List Order Entry Software or Bionic Media Planning Software
- 7,500 NAME MINIMUM ORDER \$0.00 MINIMUM PAYMENT
- 85% NET NAME AVAILABLE ON ORDERS OF 50,000 OR MORE (\$10.00/M RUN CHARGE)
- EXCHANGE IS AVAILABLE
- REUSE IS AVAILABLE

POPULARITY:		100
MARKET:	CONSUMER	
CHANNELS:		
SOURCE:	DIRECT MAIL SOLD	
PRIVACY:	UNKNOWN	
DMA?:	YES - MEMBER	
STATUS:	STANDARD PROVIDER	
GEO:	USA	
GENDER:	75% FEMALE 9% MALE	
SELECTS		
1 MONTH HOTLINE		\$17.00/M
3 MONTH HOTLINE		\$14.00/M
3RD PARTY BLOW IN		\$10.00/M
6 MONTH HOTLINE		\$12.00/M
ADULT AGE		\$16.00/M
AREA OF INTEREST		\$16.00/M
CHARITABLE DONORS		\$16.00/M
COA		\$13.00/M
ETHNIC/ETHNICITY		\$16.00/M
GENDER/SEX		\$9.00/M
GEO SET UP		\$75.00/F
GEO/GEOGRAPHICAL		\$9.00/M
GIFT GIVERS		\$16.00/M
INCOME SELECT		\$16.00/M
NEW TO FILE		\$16.00/M
NON RECIPROCAL		\$10.00/M
PAID		\$12.00/M
POC		\$16.00/M
POLITICAL PARTY		\$20.00/M
RELIGION		\$16.00/M
RENEWALS		\$16.00/M
SOURCE		\$12.00/M
ZIP SET-UP FEE		\$75.00/F
ADDRESSING		
KEY CODING		\$2.00/M
BUSINESS ADDRESS		\$11.00/M
EMAIL		\$75.00/F
FTP		\$75.00/F

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- [WOUNDED WARRIOR PROJECT](#)
- [MAYO CLINIC HEALTH LETTER](#)
- [AMERICAN LUNG ASSOCIATION](#)
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